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62,17

1948

CALADIUMS

Will Increase
Your Sales
in Late Fall and
at Christmas



**CAPE
BULB COMPANY
SEBRING · FLORIDA**

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ITACAPUS
(see inside)

Section 562 P. L. & R.

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U. S. Department of Agriculture

*When Blooming Plants Are Scarce
in Late Summer — Have Plenty of*

~CALADIUMS~

ready in full leaf

The longer a Caladium tuber is dormant, the more brilliant will be its color and the easier it is to grow into a finished plant. That's the reason you should plant Caladiums in June, July and August for late summer sales.

Caladiums are much more easily grown at this time of year than during the cold months. They require less attention and no heat, but copious watering.

SOIL should be slightly acid, pH 6.2 to 6.5. It should be composed of one part each of leaf-mold, rotted manure and loam. Good drainage is necessary. Add a 3-inch pot of Vigoro to each bushel of soil.

LIGHT is important. Give as much strong light as possible without burning leaves. The colors will not be bright unless plants have good strong light.

CAPE BULB COMPANY

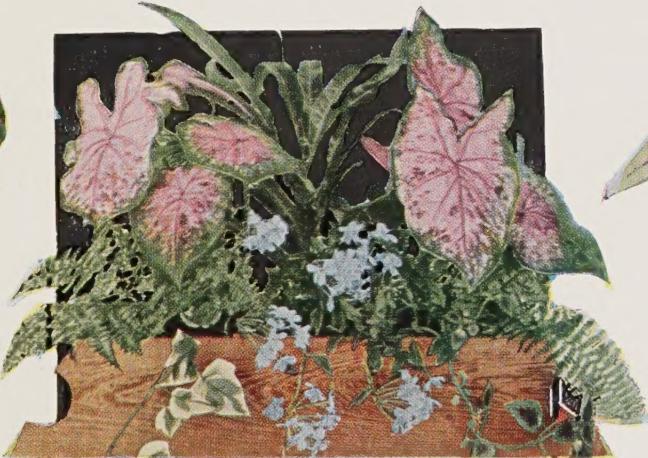
Flower Bulb Growers

Wholesale Only

SEBRING • FLORIDA



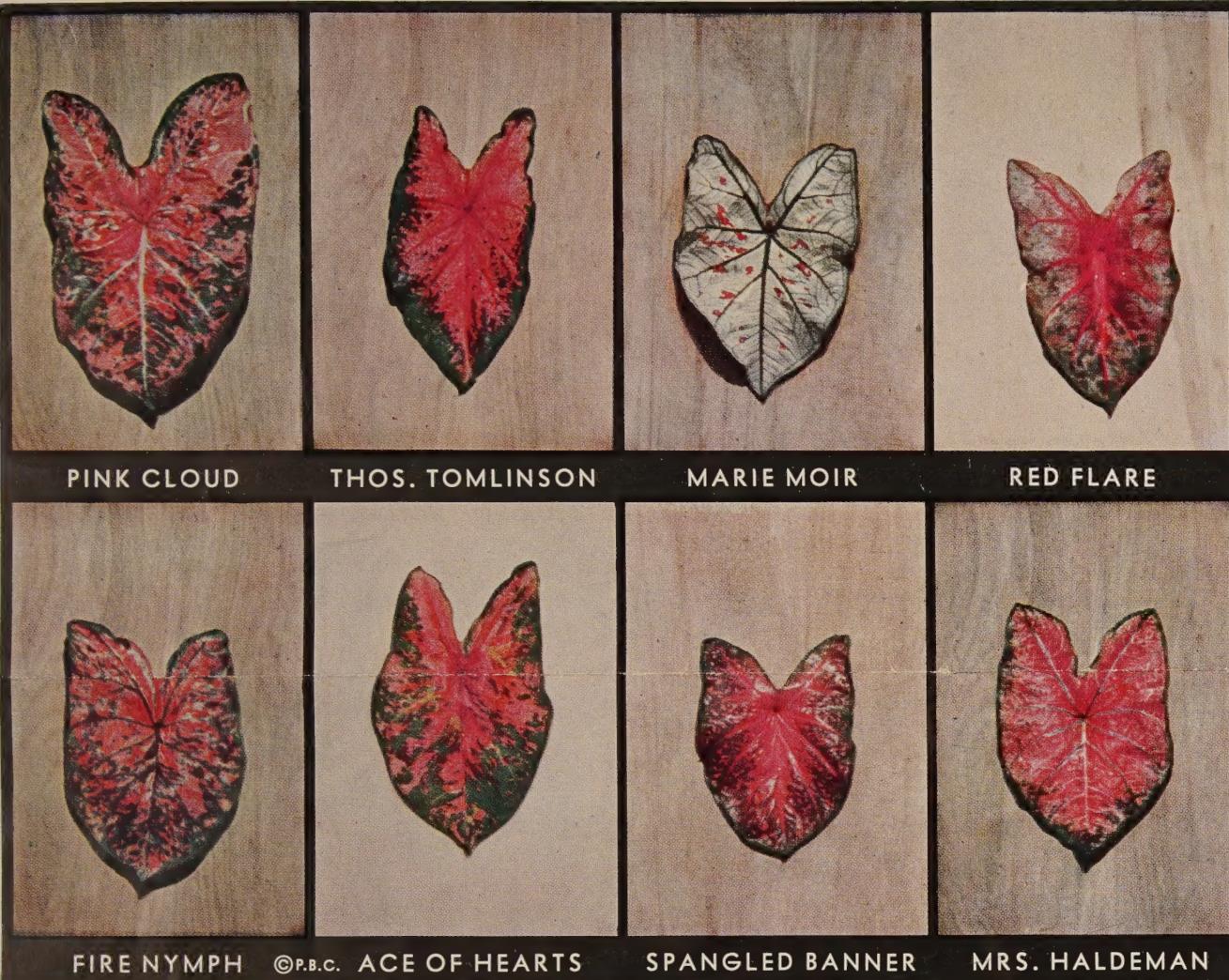
Crimson Wave



This shows how effectively Caladiums may be used in conjunction with other plants for either basket or window-box decoration.



Red Flare



CALADIUMS
are fine
for
Christmas
Sales

1
**ORDER
NOW**
for delivery
about
October 15



CALADIUMS as *Christmas* Pot-Plants

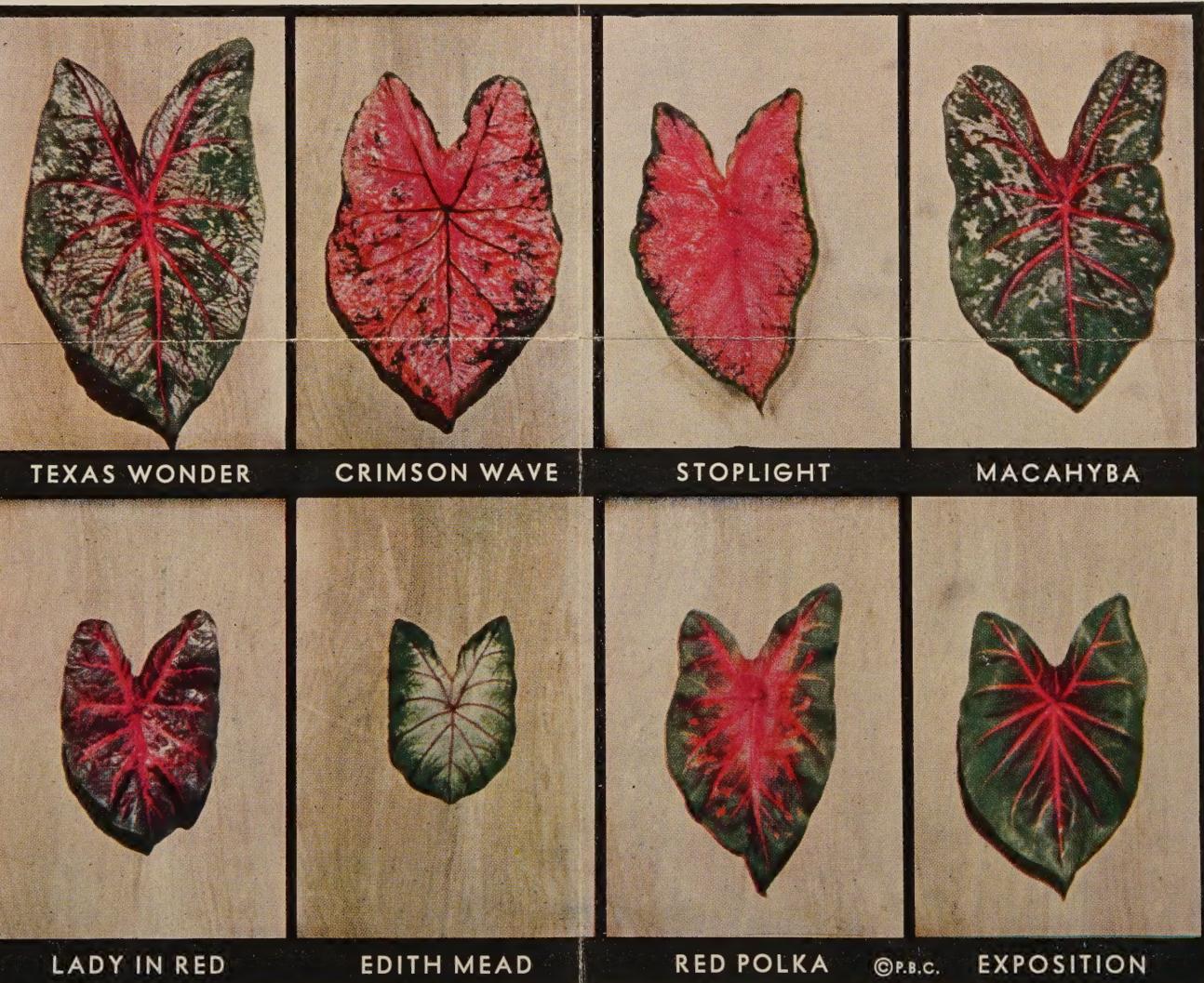
These beautiful plants sell readily at Christmas, and the way to have them is to let us reserve your bulbs now. Shipment will be made October 15. They are placed in special storage, at no extra charge, and you are assured of receiving sound bulbs. You will find that the bulbs will grow off easily because of the long rest and that the colors will be more vivid than is the case with bulbs planted in January, from new crop.

We can ship to you any month but recommend October 15 planting for Christmas sales.

Oct 15
You must send us your order before August 1 for bulbs to be reserved for October shipment.

Don't forget that you can have Caladiums twelve months of the year through our regular monthly shipping plan; and that late summer is a time when they sell quickly, when blooming plants are scarce.

Remember, no heat is necessary when you plant Caladiums from May to October if you are located south of a straight line drawn between Reno, Nev., and Baltimore, Md.



PLEASE READ CAREFULLY BEFORE ORDERING

SIZES. We offer two sizes, prices of which are as follows:

No. 1 size (1½ to 2-in. diam.), \$18 per 100
No. 2 size (1 to 1½-in. diam.), \$12 per 100

If sold out of No. 1 size in any variety, we reserve the right to give you two No. 2 size bulbs for the price of one No. 1, thereby saving you 6c per bulb. You will find that two No. 2 bulbs will make a better plant than one No. 1. IF YOU PREFER all No. 2 size, we have them in most varieties listed. PLEASE NOTE that the varieties marked (*) are available ONLY in No. 2 size bulbs.

VARIETIES. The best ones for Christmas are in capital letters. See list.

Leave the selection of varieties to us and you will be assured of getting the best colors and pot-plant types, for we know our Caladiums and know what you need. Our experience and knowledge are yours for the asking. We will substitute equally as good or better varieties when you order a variety that is sold out, or in all cases, as stated, we will give you No. 2 size if the No. 1 are sold out, furnishing double the quantity.

CAPE BULB COMPANY
SEBRING • FLORIDA

SEE LIST AND DESCRIPTIONS ON OTHER SIDE

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List of Caladium Varieties with Descriptions

These are the only varieties available for immediate or October shipment

THE BEST VARIETIES FOR CHRISTMAS ARE IN CAPITAL LETTERS

ACE OF HEARTS. Deep rose center with heavy scarlet ribs and green border.

Attala. Medium green overlaid with large irregular blotches of light pink; veins and ribs crimson. Very fine.

CRIMSON WAVE. New. Large, deep green leaf with crinkled transparent crimson or scarlet center and many crimson spots toward edge. Strong grower.

Dr. M. Cook. Dark moss-green, with plum-red center and red ribs. Leaf crumpled and spotted with transparent plum-red.

Fire Nymph. New. Light green or straw-colored leaf mottled with two shades each of bright pink and straw color.

ITACAPUS. Entire leaf dark red of a rust shade; narrow green border with red dottings. One of the most beautiful Caladiums in existence. Known also as "John Hachmeister."

JESSIE THAYER. Tall-growing variety with mottled green leaf and heavy scarlet midrib.

JOHN PEED. Shining bright metallic red center on moss-green ground. Very fine.

KEYSTONE. Medium-sized, olive-green leaf with pink ribs and veins, speckled light pink.

LADY IN RED. New 1948. Bronze-red leaf, suffused with pink blotches.

Macahyba. Dark moss-green leaf profusely spotted lilac; heavy scarlet ribs.

***Marie Moir.** Large, pure white leaf with red blotches between the green ribs.

Mrs. Edith Mead. Erect snow-white leaf (not transparent) with red ribs and narrow green edge.

Mrs. F. Sander. Roundish, dark green leaf heavily blotched transparent deep rose.

***PINK CLOUD.** New. Large, crinkly, well-opened leaves of a mottled pink with a cloud-like effect in the coloring.

Reconcavo. A fine, strong grower. Has a delicate rose center, with carmine ribs. One of the best colors we offer.

RED ENSIGN. New. A rather dwarf-growing type with many leaves of metallic red; narrow green border. Very bright, and a fine new variety.

***RED FLARE.** New. Straw-colored or yellowish leaf blotched with two shades of green. A fine pot-plant.

RED GLORY. New 1948. Large carmine-red leaves with Vernon-red ribs. Narrow green border.

RED POLKA. New. Bushy, dwarf grower. Bright red leaves with many polka-dot spots of a slightly lighter shade of red.

RICHARD DECKARD. Coppery rose with bright crimson ribs and golden tints between the pink blotches.

RISING SUN. Brilliant deep red center and ribs on dark, gold-tinted background; spotted transparent pink.

Scotch Plaid. This is an improved Mary Queen of Scots with shorter and more abundant foliage and wider red ribs.

***Sea Gull.** New. Dwarf, with a dark green leaf, heavy white midribs and white center. A very effective new white Caladium.

SPANGLED BANNER. Glowing red leaf with darker ribs and a profusion of pink spots.

***SPOTLIGHT.** A brand-new 1948 introduction. Leaf entirely bright shining red. Makes small bulbs but plenty of foliage.

Texas Wonder. Tall grower with abundant large foliage. Heavy scarlet ribs blotched pink.

THOMAS TOMLINSON. Bright crimson center and blotches; narrow green edge. Makes many leaves.

Triomphe de l'Exposition. Old favorite with roundish leaf of bright red; dark green edge.